R J Reynolds Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

ALL SR's/TR's and copy to Rod

April 16, 1996

**SENT VIA E-MAIL**

Mark Young
Peter Schmidt

Subject: **Moonlight Tobacco Questionnaire**

During November the Moonlight group will be receiving retail share numbers, qualitative consumer data, and focus group data results. In order for them to make decisions about possible future introductions, they would like your input. Attached you will find a questionnaire they would like you to complete.

If at all possible, please return your completed questionnaire to me on or before Wednesday, November 13th.

Don

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Source: https://www.industrydocuments.ucsf.edu/docs/rkgy0000